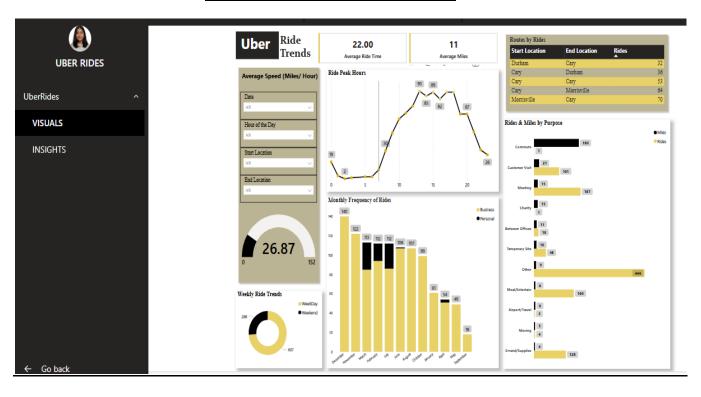# DATA VISUALIZATIONS

__INSIGHTS__

Insights

1. Peak Hour Rush

The visual highlights a significant surge in Uber rides between 1 PM and 6 PM, with 1 PM being the busiest hour. This trend offers key insights into travel behavior, potential delays, and cost implications.

Recommendation:
- If possible, schedule rides before 12:30 PM or after 2 PM to avoid peak-hour delays.
- Business travelers should consider pre-booking rides during this time for guaranteed availability.

2. Weekday vs. Weekend Rides

Weekday Uber rides significantly outnumber weekend rides, indicating higher ride demand during workdays. This pattern suggests that Uber usage is primarily driven by business commutes.

Recommendation:
- Uber drivers should prioritize peak weekday hours for maximum earnings.
- Riders can plan travel outside peak hours to avoid higher fares and delays.

3. Seasonal Trend

Q4 (October–December) experiences the highest number of Uber rides, with a significant portion attributed to business travel. This trend highlights the impact of corporate activities, year-end meetings, and seasonal travel on ride demand.

Recommendation:
Business travelers should schedule rides in advance to avoid delays and surge pricing during peak periods.

4.Rush Hour Slowdown

Average speed drops significantly between 8 AM – 11 AM and 5 PM – 7 PM, highlighting the impact of peak-hour congestion on Uber rides. These time frames correspond to morning and evening rush hours, affecting travel times, ride efficiency, and cost implications.

Recommendations:
- For Riders:
  Schedule trips outside peak hours (before 7:30 AM or after 7:30 PM) for faster rides and lower costs.

- For Drivers:
  Avoid high-traffic routes and use real-time navigation tools to find the fastest alternatives.
  Consider working in less congested zones during peak hours to maintain trip efficiency.